

The FAL Will Fall Over its Decision to Name its E-magazine "The Flip" - MabuhayRadio

Written by Bobby M. Reyes

Thursday, 16 April 2009 11:44 - Last Updated Monday, 20 April 2009 22:25

Jonathan Lorenzo, the administrator of the Filipino-American Library (FAL) of Los Angeles, California, sent a media advisory about the advertising rates for its e-newsletter called "The Flip."

Immediately upon reading Mr. Lorenzo's message, this writer sent an e-mail with BCCs to some 1,200 screen names in our MabuhayRadio.com e-lists.

* Here is the e-mailed response to Mr. Lorenzo's media advisory:

QUOTE.

My Dear Jonathan:

Thank you for your media advisories.

But how come you use the term, "Flip"? Don't you know that the said term has been designated by the Internal Affairs of the Los Angeles Police Department (LAPD), the Los Angeles County Sheriff Office and a host of other law-enforcement offices as "derogatory" to American citizens of Filipino descent and the Filipino people?

How come your Filipino-American Library is calling our people and our community members as "Flips"?

How can we have respect from the Mainstream and other-Ethnic communities when some of our people like you and your group insist on calling themselves with such a derogatory term?

We suggest respectfully that you please change the title of your publication otherwise we at the Media Breakfast Club and affiliated organizations will begin to ostracize you and the other officers of the Filipino-American Library and brand them as racially-insensitive individuals.

For your information and guidance,

Mabuhay,

Lolo Bobby M. Reyes UNQUOTE.

* Here is the message sent by Mr. Lorenzo using the screen name, filamlibrary@sbcglobal.net

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QUOTE.

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Looking to advertise your business? Want to promote a particular product or service? Could you use a boost in brand awareness or increased sales? Advertise with "The Flip" and reach over 2,000 people in Greater Los Angeles through email every month.

Become an admired sponsor of FAL's very own e-newsletter now! (Snipped)
UNQUOTE.

* I added an additional message to the BCC recipients: QUOTE.

Please find hereunder an example of my confrontational style of leadership. Many of our national leaders keep silent in matters like the way the Filipino-American Library of Los Angeles, CA, calls its magazine, "The Flip."

Almost all of our leaders keep quiet in dealing with such mundane matters because they think that politics is always addition. They are afraid of antagonizing potential supporters.

Sen. Nene Pimentel says that three Cs define leadership: Clean, Competent and Courageous. Dr. Joy Bruce of Florida added a fourth C to Senator Pimentel's definition: Collaborative. I say that there should be a Fifth C: Confrontational. It is not enough for a leader to be clean, competent, courageous and collaborative. The leader must be able to confront those who even call Filipinos as "Flips."
UNQUOTE.

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The impact was tremendous and almost immediate. Here are some of the opinions expressed in e-mails and postings in some e-newsgroups:

* In a message dated 4/16/2009 11:36:33 A.M. Pacific Daylight Time, editor@eBalita.net writes:

QUOTE. I am 100% in agreement with you on this. I do not understand why people of Filipino descent are not outraged by the term "flip."

It is indeed very sad that Filipino Americans of Filipino descent think it is cool to call themselves "flip" It is like the Chinese calling themselves "Chink" and the Japanese "Japs" or the African-Americans the "N" word.

So much ignorance is spread by our own people at the excuse of being "hip." UNQUOTE.

* Sir Jose Sison Luzadas of the Order of the Knights of Rizal sent from Florida the following message:

QUOTE.

GIVE THEM "HELL" BOBBY! That's the right thing to do for every concerned Filipino.

Bobby, is the word "Flip" coined by American rednecks who despised our GMA decision to recall the Filipino contingent serving in Iraq? Did we "flip" in our commitment to share the burden of fighting and dying?

Luzadas

Jose Sison

TE.

UNQUO

* Here are the comments of a Ms. Elsie of the filamGOPorg@yahoo.com :

QUOTE.

HOLY MACKEREL! HOW IN THE WORLD DID THIS JONATHAN WHATEVER . . . become the "AD-ministrator" of a Filipino American Library, according to his address when HE -- by far -- IS THE FIRST SO-CALLED "educated" Pinoy who is . . . UNFORTUNATELY IGNORANT what "FLIP" means?

And he is a PUB-lisher?

Come to think about Mr. Frank Adamo, NOT A PINOY, and yet HE KNOWS THIS (is) NOT ONLY DEROGATORY BUT (also) RACIALLY an iNHUMANE put down on US, FILIPINOS and hyphenated FILIPINOS irregardless of our acquired race.

I SALUTE YOU, FRANK. MABUHAY KA (You're great!)

During the American colonization of the Philippines, one American historian-writer described their bloody battle against "these savages, brown monkeys without tails." That's how THE AMERICANS described us DURING THOSE DAYS.

Other derogatory namecalling to Filipinos: "NoyPits" which reflect on our "crab mentality"... but "Flip" is as worse as the "N" word inflicted upon our African American brothers and sisters.

To Jonathan: Since you are supposedly a publisher, how about coming out with a magazine titled 'MAGANDA'?

"Maganda" is the nickname given to me by my late AMERKANO husband. It also reflected his love and respect to Filipinos.(Beauty is in the eyes of the beholder.)

But calling ourselves "FLIP" is a self-inflicting PUT DOWN upon our own self.

I am not looking for a debate here. Just opening my heart.

PEACE.

Elsie of filamGOPorg@yahoogroups .

UNQUOTE.

* Here are comments from Don Azarias of Chicago:

Dear Frank,

Thanks. I know I can always count on you. That's why there's a saying that "a little learning is a dangerous thing." I was really appalled at it. Some people are just plain ignorant. Maybe because of colonial mentality, Dr. Nelson? He didn't only insult a group of people. He insulted an entire race.

Don Azarias

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* Here are the comments from Frank Adamo, as posted in the filamGOPorg@yahoo.com

on

04/16/09

at

10:40 a.m.

QUOTE. Even I know what FLIP means and I'm not even a Filipino. It's worse than calling an Italian a dago. UNQUOTE.

* Here are the contents of an Open Letter to Jonathan Lorenzo, as written by Don Azarias and posted also in the filamGOPorg@yahoo.com :

QUOTE.

Dear Mr. Jonathan:

If you think that the word FLIP is just a contraction for the word FILIPINO and it's cool to use it, then I'm afraid that you don't know what it meant. During the late 1800 after the Spanish-American War until we became a

U.S.

colony, those American cavalry soldiers referred to us as F-L-I-P-S or
FUCKING LITTLE ISLAND PEOPLE.

Shame on you, whoever you are, for screwing your own countrymen.

Don Azarias
UNQUOTE.

* In a message dated 4/16/2009 10:00:54 A.M. Pacific Daylight Time, Ting Joven of Chicago wrote to this writer:
QUOTE:

FLIP????? What a name! The name belongs to a Talipapa and should never be associated to a Filipino American Library. How ironic and moronic!

What a shame. As the saying goes: "You can take the girl out of the farm, but you can never take the farm out of the girl." TJ UNQUOTE. *

The controversy is bound to elicit more passionate comments and even statements in defense of the FAL and Mr. Lorenzo. Here is an e-mail from a reader, who is obviously a defender of the FAL and/or Mr. Lorenzo:

Jet Pizarro writes: "Why is 'Flip' a derogatory term?"

(To be continued . . .)

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